

D7-654

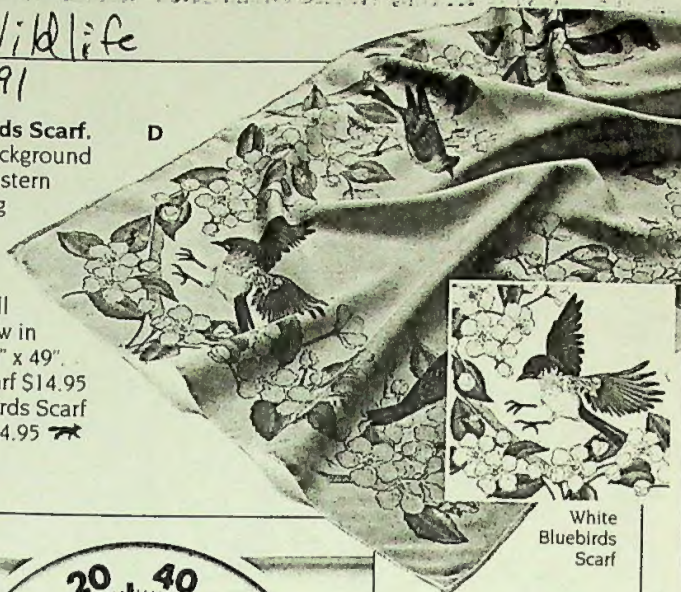
# National Wildlife Sept. 23, 1991

## D. Gentle Bluebirds Scarf.

Choose a white or blue background for this pretty scarf. Eastern bluebirds on blossoming branches add touches of rich color. It's made of a new soft-as-silk polyester fabric that you'll love to touch — and throw in the washing machine! 15" x 49".

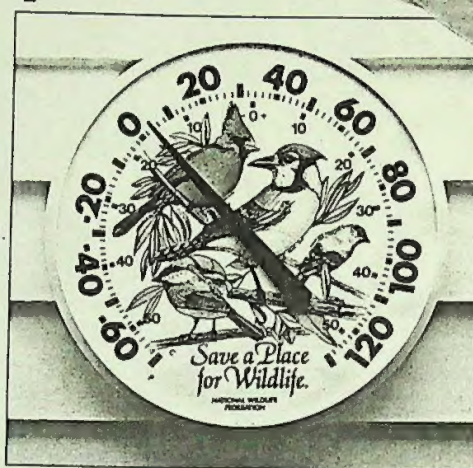
39733 White Bluebirds Scarf \$14.95

39734 Blue Bluebirds Scarf \$14.95



White  
Bluebirds  
Scarf

E



## E. Before You Step Outside.

Knowing the temperature is simple when your outdoor thermometer is easy to read. Ours has large numbers, is weather-proof, has a dial cover guaranteed not to crack, and is made of high-impact plastic. 12 1/2" diam. 34255 Backyard Birds Thermometer \$16.95

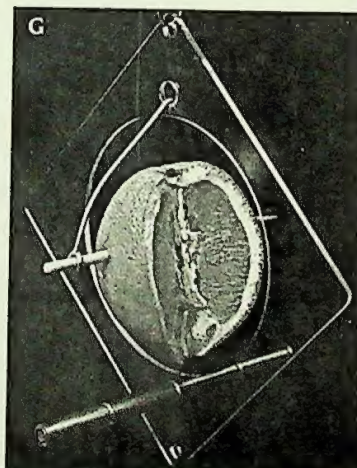


F

**F. Collector's Choice.** Begin or add to your spoon collection with this perfect holiday choice. The spoon is silver plated with a fluted shaft. The cardinal on top is perched on holly leaves and represented in true, rich color. Spoon is 4 1/2" long. 37184 Cardinal Spoon \$10.95

## G. It's Called a "Fruit Kabob."

Put half an orange or apple (or a dinner roll) on the dowel and attract orioles, tanagers, and other non-seed-eaters. Made of clear acrylic with a vinyl-coated perch. Hanging chain included. 6" square. 23804 Fruit Kabob \$10.95



35

D7-654

pattern consumers can relate to, at a price they can afford.”

— Chuck LaReau,  
International China

D7/.

4/13/87

HFD p. 87

Left: Lifetime Cutlery licensed the successful Heartland pattern for a line of matching flatware. Below: Heartland dinnerware, International's runaway success.



# Pfaltzgraff's Troussea

Pfaltzgraff is 1 pieces of glassware, retailing be



"It's a good value, not a cheap product. It is a pattern consumers can relate to, at a price they can afford."

— Chuck LaReau,  
International China

## Int'l China into Marmalade Heartland's success spawns 2nd generation

By LORI KREBEL

NEW YORK — In 1982 International China Co. introduced a charming little country pattern called Heartland.

Everyone liked it, but contemporary styles were the big sellers at the time and it didn't receive much hoopla. Well, five years and 40 SKUs later, that sweet pattern is the talk of the tabletop town as it edges its way in and over the big boys of casual dinnerware to become one of today's biggest-selling country/traditional patterns.

Its broad assortment of accessories and a resurgence in the the country look made Heartland a \$40-million winner last year. "Heartland has everyday, universal appeal," according to Chuck LaReau, president of International China Co.

"It is comfortable and you can live with it. People across the country love it, not just in the Midwest, but in California, Texas and New England as

well," he added.

"When we first brought Heartland out, it sold very well," said LaReau. "People liked it and as its popularity increased we added our own accessories and licensed accessories as well. With these additions, Heartland grew by leaps and bounds."

Now, with Heartland a success, International is going for a replay. Marmalade, Heartland's second generation, depicts country scenes with geese and offers numerous accessories. International expects it to be as big as or even bigger than its predecessor.

"Awesome. The initial response to Marmalade was simply awesome," reported LaReau. "When we brought it out, we thought it would do well, and it is. We feel that it will be at least as big as Heartland," LaReau added.

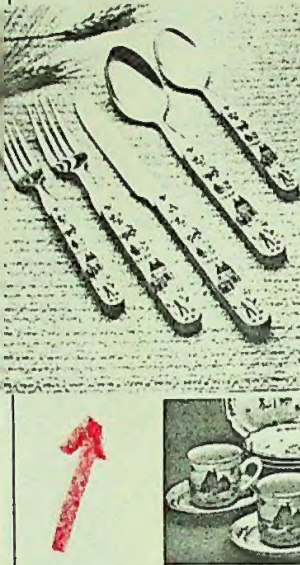
The success of Heartland tempted many retailers to jump

boldly into Marmalade. "It's definitely worth a try," said Michelle Demko, dinnerware buyer for Gold Circle. "International has obviously found a formula for success and I am going to seriously consider this for my fall assortments," she added.

Both Heartland and Marmalade are distributed through mass merchant, department and specialty stores, but have the best performance where all the accessories are merchandised together, according to LaReau. "The accessories made Heartland more interesting," he said. "And people love to collect all the pieces. By displaying all the accessories, the pattern has greater impact, and consumers see the gift appeal the line holds," he added.

"Heartland is incredible," Demko said. "The pattern is really hot, and the accessories add so much salability."

(See INT'L, next page)



Left: Lifetime Cutlery licensed the successful Heartland pattern for a line of matching flatware. Below: Heartland dinnerware, International's runaway success.



## Pfaltzgraff's Trousseau for brides

YORK, Pa. — Pfaltzgraff is aiming squarely at the high-powered bridal market with its new dinnerware introduction, Trousseau.

Clearly bridal in style and color, Trousseau combines an ivory glaze, gray banding and delicate floral design into what the company believes is a classically romantic pattern. "It's a more romantic look, with the warm ivory glaze and soft rose decoration," said Bill Ripley, Pfaltzgraff senior vice president.

The line will be sold at \$22.50 a place setting in department and specialty stores.

Also true to Pfaltzgraff form, Trousseau will be accompanied initially by 13 accessories, priced between \$5.50 and \$85, and four

pieces of glassware, retailing between \$3 and \$4.50 each.

According to Ripley, bridal business has always been of primary importance to Pfaltzgraff, accounting for a hefty 30 percent of the company's sales. "Brides tend to like our patterns," he said. "We go from a very rustic, country look to softer, traditional looks."

"Also, they know when they register with us, they're going to get all the pieces they want," he said. "Our product is always in stock at the stores, and they know it's inexpensive enough that their friends will be able to afford it."

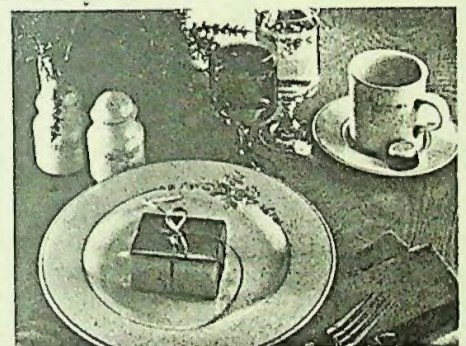
He noted that, at any given time, at least three Pfaltzgraff

patterns are always included on the top ten bridal registry lists. The Pfaltzgraff shopper, he said, is not very different than consumers for upstairs bridal patterns — 68 percent work, most have at least two years of college education and have household incomes of \$32,000. "These people are hard pressed for time to shop and they like convenience, but they still like nice things and want their tables to look nice," Ripley said.

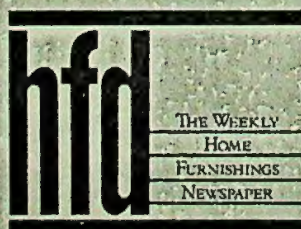
As with all Pfaltzgraff lines, accessories are expected to play a key role in Trousseau's success. Some 50 percent of all company sales are accessories — and that figure may be even higher when it comes to bridal sales. "That's

why we're merchandised better in housewares departments. The shooting gallery upstairs doesn't represent our coordinated look as well — they're not used to showing all the accessories and having them in stock," Ripley

said. In addition to Trousseau, Pfaltzgraff is also capitalizing on the rampant success of its Simmering Potpourris last Christmas by extending the gifts to more seasons and holiday events.



Trousseau, Pfaltzgraff's new dinnerware pattern, squarely targets the blossoming bridal market.



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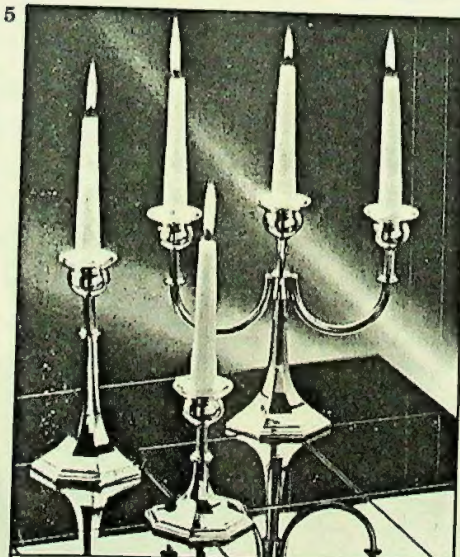
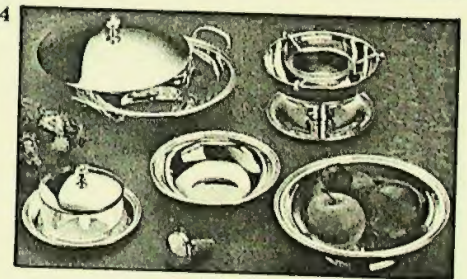
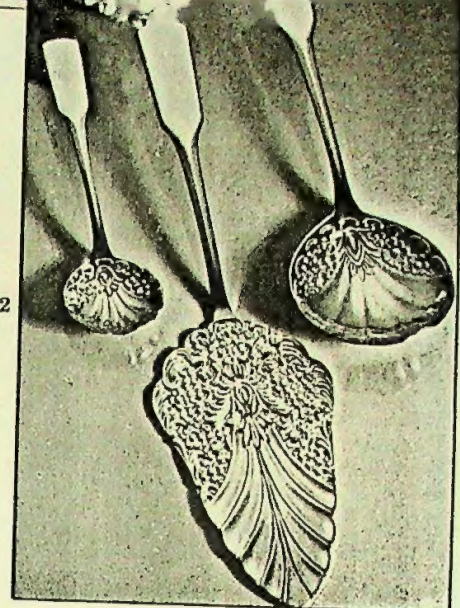
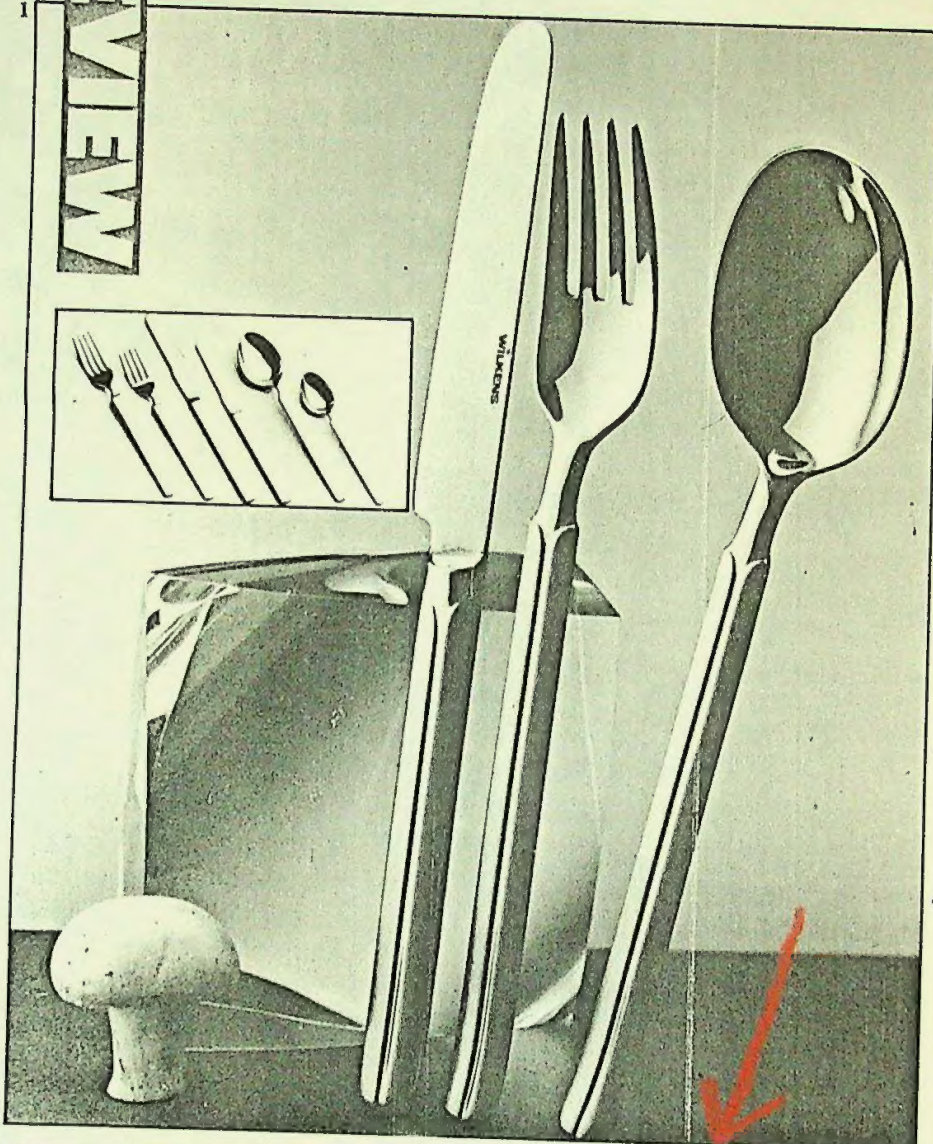
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TABLEWARE

PAGE 70

INTERNATIONAL



Inset From Alessi Spa, an elegant contemporary cutlery set called 'Dry'

1 In high quality 18/8 stainless steel, the 'Galleria' cutlery range from Wilkens is both elegant and dishwasher-proof

2 'Classiko Spaten' is an elegant series of coffee table serving pieces, featuring fine ornamental decors, from Antiko Silver. This work is a speciality of the company

3 'Camelia-Folium', a brand new range of 'Spun dinnerware'. Also available 7-piece fruit set and 25-piece tableware set, from Les Verreries De Saint Gobain

4 New items have been added to the 'Ambassador' collection from Wilkens

5 Matching candlesticks and a candelabra from WMF's 'La Galleria' collection

6 BSF will be showing a series of giftboxed tea caddy spoons; twelve designs are available

*Goldschmiede  
Zeitung  
August, 1983*

*page 25*

5  
Dosen, in Silber und  
versilberter Ausfüh-  
rung aus dem  
Angebot der Firma  
Karl Chr. Kern,  
Schwäbisch Gmünd

6  
Tortenheber und  
Löffel aus verschie-  
denen Kollektionen  
der Firma Antiko-  
Silberwarenfabrik,  
Pforzheim

7  
Diverse Accessoires  
für den Raucher  
stellt die Firma  
Johann Franz jr.,  
Schwäbisch Gmünd,  
vor

8  
Stilvoller Humpen  
mit der Szene Wal-  
lensteins Lager, aus  
dem Angebot der  
Firma Dr. Herbert  
Bauer, Hanau

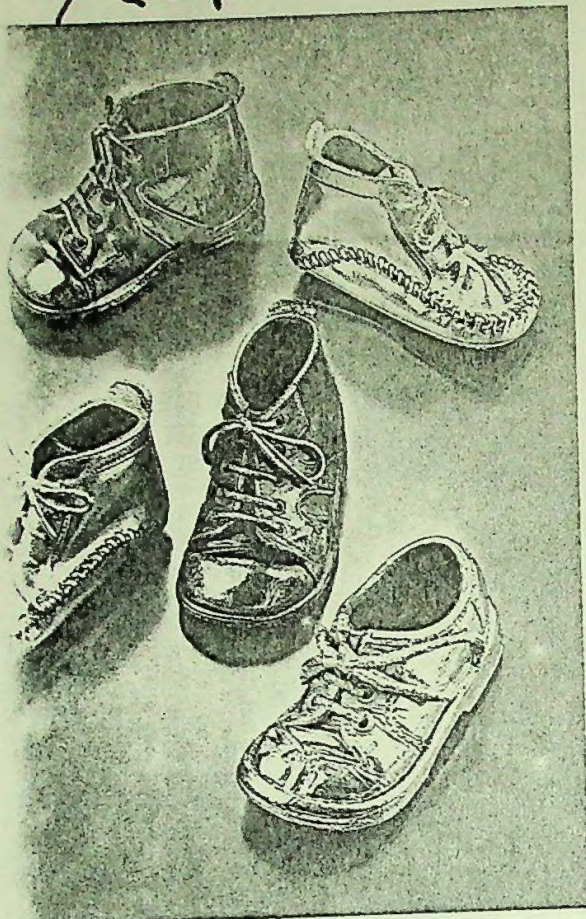


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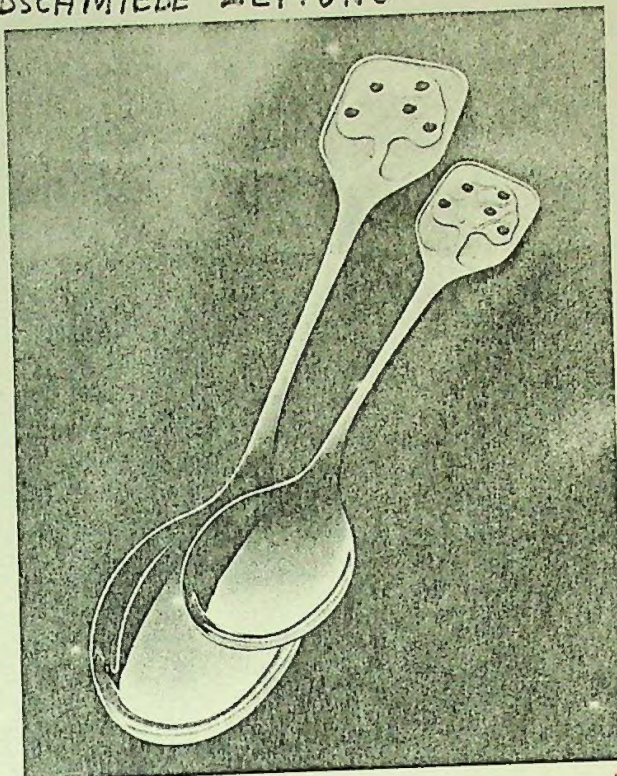
GOLDSCHMIEDE ZEITUNG

10-1981



#### Erinnerung

Geschenk-Idee für die kommenden Festtage  
alte Kinderschuhe. Die Schuhe können vergoldet,  
antik-verkupfert oder bronziert werden und sind mit  
gelegt. Weiter Information durch van Kampen & Begeer  
ener Str. 7, 4240 Emmerich



#### Jahreslöffel 1982

Der neue Jahreslöffel zeigt einen goldenen Apfel-  
baum mit roten Früchten vor hellblauem Himmel.  
Der R & B-Jahreslöffel ist aus 925-Sterling-Silber,  
geschmiedet, hartvergoldet und emailliert.  
Zwei Größen stehen zur Wahl. Hersteller:  
Robbe & Berking, Flensburg

P. 148

OCT., 1981

## „Als Set wirkt Schmuck besonders schön“

Dieser einfache, einleuchtende Satz könnte manchem  
Verkaufsgespräch die lukrative Wende bringen. Erst recht,  
wenn man dazu der Kundin empfiehlt, die komplette Garnitur  
anzulegen und im Spiegel zu betrachten.

Und sollte mal der Geldbeutel dafür zu schmal sein, bleibt immer noch  
der gute Rat: Ein Teil zu Weihnachten, eines zu Ostern  
und das nächste zum Geburtstag.

Auch so hält man Kunden  
bei der Stange.





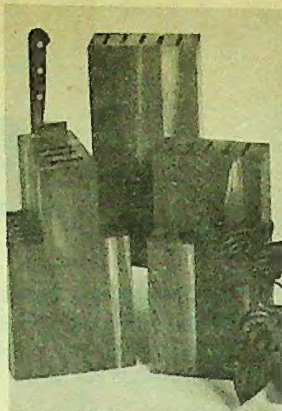
## SPECTRA, INC.

Spectra Wood is happy to be back in full production since the June 1977 fire. Our new modern facility is three times larger to serve you better.

We are back with most of the old classics in Walnut & Cherry and some new treasures in the gourmet and table gift ware line...

See us at Atlantic City, Booth 2352

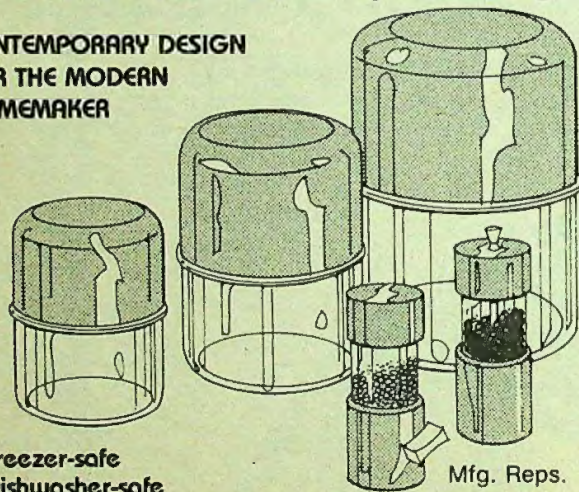
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decorative • colorful • space saving

CONTEMPORARY DESIGN  
FOR THE MODERN  
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- Dishwasher-safe
- Microwave oven-proof

Salt mill features nylon mechanism to grind salt...will not corrode. Pepper is ground with stainless steel grinder. Sea salt and pepper included!

Mfg. Reps.  
wanted -  
selected territories



**LUNT SILVERSMITHS (Greenfield, Mass.):** New for the Atlantic City market is Lunt's Avondale pattern, which features a cameo shield at the top. A four-piece place setting of the sterling silver flatware is set to retail for \$97.50.

tabletop

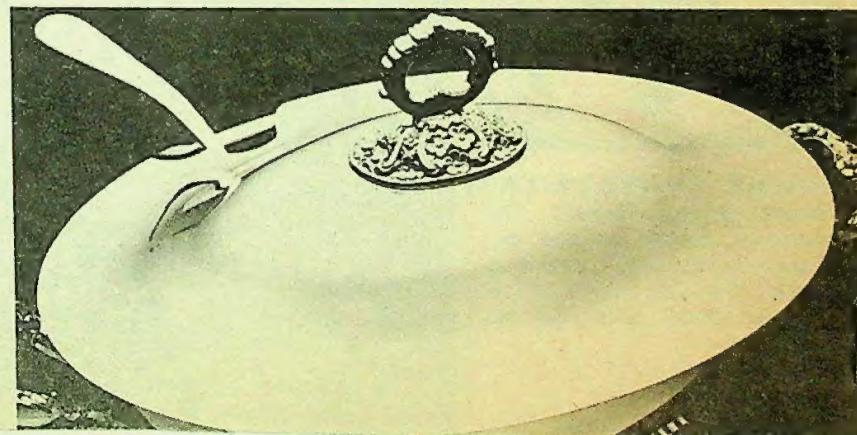


**ONEIDA (Oneida, N.Y.):** This Dunkirk 2 piece deviled egg dish and server is \$6.95 from Oneida. The flatware is in the Victorian Classic pattern.

# silver



**TOWLE SILVERSMITHS (Newburyport, Mass.):** This silverplated soup tureen in the Grabd Dutchess pattern is new for Towle. The tureen, with hand-applied border and feet, has a 3.5-qt. capacity. Retail price



107-654

D7/654

# Introducing The International Silver 1977 Christmas Spoon



Good Housekeeping  
Oct, 1977  
p. 233

## The Greatest Stocking Stuffer of the year at a remarkable \$2.95!

International Silver wants you to welcome in the season with the finest stocking stuffer of all...their 1977 Christmas Spoon. This exquisite demitasse size handcrafted spoon, in heavy silverplate, is guaranteed to set a gleam in the eye of all who receive it. And each 1977 Christmas Spoon comes nestled in its own fine stitched red and white felt stocking. There's absolutely no finer way to provide a more thoughtful gift, as we as continue the International Silver Christmas Spoon tradition.

At \$2.95, order as many as you have stockings to fill!

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YES, I want the remarkable 1977 Christmas Spoon by International Silver Company. I have \_\_\_\_\_ stockings to fill at \$2.95 ea. + .50 for postage and handling, for a total of \$ \_\_\_\_\_. Calif. residents please add 6% sales tax.

☐ My check or money order is enclosed

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Please charge my credit card. (Minimum order: 2 spoons.)

☐ Master Charge

☐ BankAmericard/VISA

Acc't # | | | | | | | | | | | | | | | | | | | | |

Exp. date \_\_\_\_\_

Interbank Number  
(Master Charge Only) | | | |

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For Rapid Charge Service please call toll free (800) 325-6400  
All orders shipped within 48 hours unless notified otherwise.

07/054

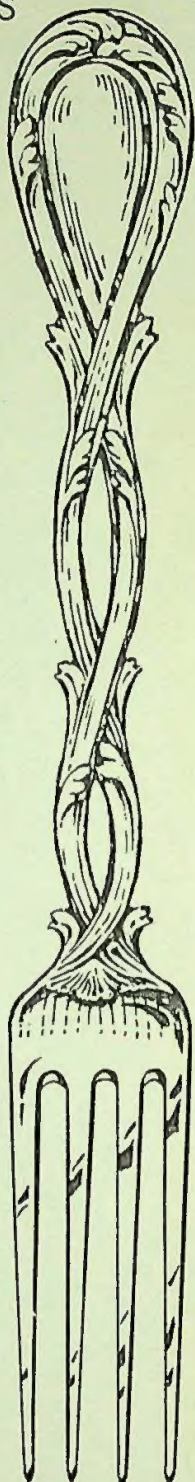
GIFTS & DECORATIVE ACCESSORIES

P.124

# PUIFORCAT

PARIS

AUGUST, 1977



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3 piece place setting  
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## New York Market News cont.

New York gift market this month. The 1,000 sq. ft. showroom is another step in the expansion of the firm's growing national sales network, according to Per Jensen, vice-president of marketing.

The news at Maurice Duchin Co., 230 Fifth Ave., is a new line of serving ware combining the brass plated bamboo style with a laminated natural cane. All brass items are treated with an epoxy finish to prevent chipping, scratching, and tarnishing. Other bamboo style serving pieces combine with Pyrex liners and can be used as cook and serve pieces. Prices range from \$25 to \$45.

Ray Hagan Assoc. Inc., 45 W. 54 St., is now handling the publicity and advertising for 225 Fifth Ave.

The Play's the Thing. Royal Doulton is offering retailers a puppet show to help them reach the bridal market and introduce the importance of tabletop items to prospective brides. The show, performed by Royal Doulton Theater puppeteers Lois Sharrott and Elizabeth Nelson, emphasizes that fine china is an investment in the future and that every bride, from hippies to sophisticated women, really does want a gift of fine china. The script is both informative and entertaining, written with a great deal of humor and argumented with lively songs. The puppets, who are dressed in beautiful and colorful costumes, are soft sculpture.

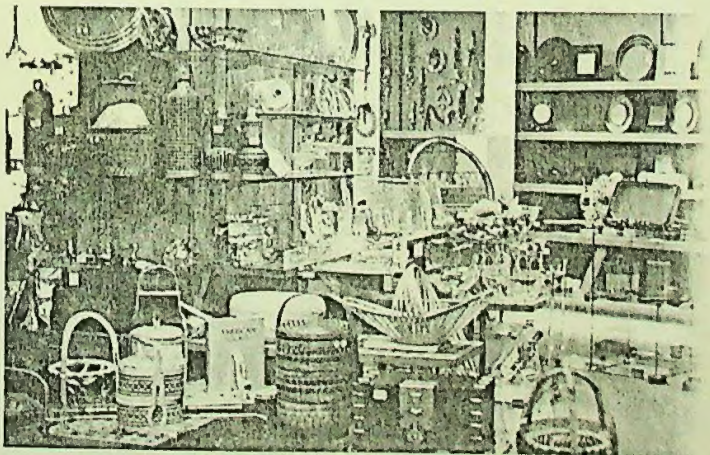
Stylebuilt Accessories, which moved upstairs to larger quarters in 225 Fifth Ave., room 1118, is offering

bath accessories. Martex sheets and chosen the Peach M. Grass designs to begin tissue boxes, soap tumbler and towel h

Real silkworm cocoon erboard pattern to mats on display at Designs, room 1133. A pillow is also avail

There is much excitement at Fenton Inc., suite 1100, Ave., about the results made at High Point of enamelled brass to Mrs. Fenton, the beyond all expectations can't get the boxes in line includes several round boxes, high caddies, as well as shapes. The colors black background and gold . . . green .

If the Sigma Market showrooms look different they have broken the joining space both on and downstairs. It's . . . and the walls have with the same World that Sigma uses for the theme here is "cross coordinated merchandise Egyptian, American, American, Pre-Columbian and modern influence group of ethnic primitive Works of Bedford t



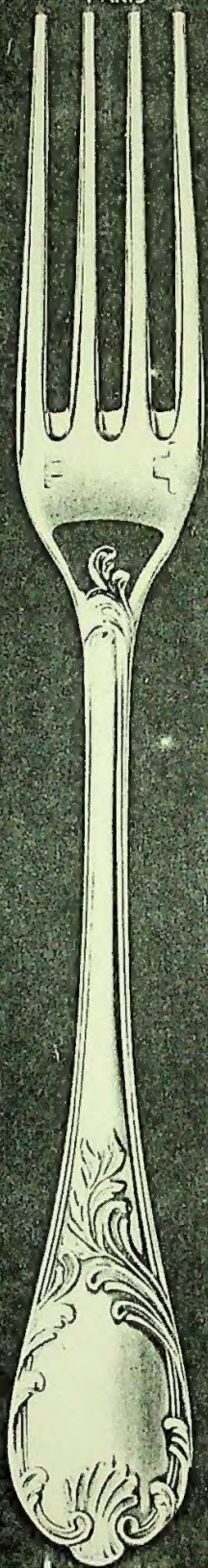
The new Blair Rubel showroom in suite 203 at 225 Fifth Avenue is spacious lines they carry range from gourmet cookware, Christmas decorations and linens, serving pieces, and decorative items.

D7/654

JEWELERS' CIRCULAR-KEYSTONE P. 120

SEPT., 1975

Christofle  
PARIS



AT BACCARAT

The *Marly* pattern, superbly crafted and classically simple, with 50% thicker silver plating than any other name, for a lifetime of elegance.

At fine stores and Baccarat 55 E. 57 St., N.Y.C.  
Write Dept K-1 for Christofle brochures, 10¢

SEPT, 1975

makes good use of store's resources and good morale.

• Pay a flat commission on all merchandise; on diamonds only; on old merchandise.

Bonuses must be increased each year, so if your personnel begin to take them for granted, change your incentive plan.

Non-monetary compensations suggested were once-a-year dinners in a fine restaurant; company paid trips to jewelry shows and conventions; special dinners for top 10 salespeople; The President's Club for diamond sales of \$3000 or more.

On a day to day basis, salespeople are motivated by congenial co-workers, praise, time off, titles and job security.

### How to profit from staff meetings

Regular staff meetings pay off, in boosted morale as well as at the cash register. And no matter how large or small your store, these are areas that must be covered:

Product information; any changes in store policy; the store's current advertising; complaints from customers; problems among salespeople; and security information.

One midwestern chain actually makes videotapes of salespeople and customers—the roles acted out by store personnel. All the salesmen's bad habits are there for him to see and correct.

### How to plan for higher sales volume

Retailers should always be working on two plans: short and long range.

The short-range plan includes stocking for the immediate sales future. Jewelers are changing their buying times from once or twice a year to four, six and even twelve times a year.

The trick is to keep accurate records, by dollars not units, as to what you did last year. Keep abreast of the latest fashion trends, alert your sales people to your short-range goals and provide incentives when they reach and exceed these goals.

The long-range plan is equally vital. Ask yourself: What will this neighborhood be like in five years? Who will be my customers? What kind of image must I build? What kind of volume can I expect?

Choose a direction and then set up your own five-year plan. □

Animals on the Loose  
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Let your customers stalk their prey! Twelve distinctive and eye-catching animal heads, delicately cast in silver and hung from 16" fine chokers. Retail \$9.00 (Cost: \$4.00) Poly-Bagged — \$4.50 deluxe gift FREE Display with 24 pieces

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"DESIGN"

DEC. 1974

P.1

Stainless steel is now in colour. At International Nickel, we've developed a process that will colour stainless steel bronze, blue, gold, red and green – and any subtle shade you like in between.

Coloured stainless steel can be drawn, bent, or put through patterned rollers without affecting the colours. Or the steel can be coloured after it's formed.

Designs and patterns can be reproduced in colour, and colours are not affected by boiling water or dry heat to 200°C.

And of course you still have all the other qualities for which stainless steel is renowned – resistance to corrosion, freedom from maintenance, and long trouble-free life.

Licenses in Britain and elsewhere are available to provide contract colouring facilities and to help you make the most of this exciting new development.

If you'd like to look into the possibilities – and the challenge – of working and designing with coloured stainless steel, we'll be glad to give you more information. So will any licensee.

Cutlery and Dishes coloured by Nippon Kinzoku (Japan)



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JAN 21 1975

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## INDUSTRY NEWS MARCH 1974



**New Merchandising Program.** Announcing the 1974 Angelo Brothers "Success System" at a recent sales meeting are Tony Venuti, national sales manager, and Sam Rosenberg, national accounts manager, both standing. Seated are Bob Klein, left, buyer, Cotter & Co., and Stanley Angelo, Jr., president. The new nine-point program offers dealers an opportunity to capitalize on the \$30 million and growing decorative lighting market.

**Relocates.** Modern Classics has moved to larger quarters at 18 West 18 Street, New York. The showroom, factory and shipping departments are now consolidated on one floor. New lines have been added and some redesigned.

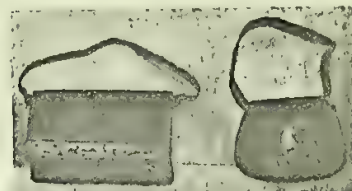
Among the nation's largest structures, the Hallmark Distribution Center was opened near Kansas City recently. The distance between the farthest points of the irregular shaped building is more than three-fourths of a mile. A computer keeps track of all Hallmark merchandise received and directs huge railway-

## INTERNATIONAL TRADE SERVICES, INC.

*Largest Handbag Importers  
from India*

"VEEJAY" DESIGNS presents

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Genuine Leather-Hand Painted



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172 Madison Avenue, Tel: MU5-4969

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### CANADA:

520 King Street West Tel: (416) 249-0545  
Vancouver, British Columbia Tel: (604) 688-2631

mounted stacker cranes that place each incoming item somewhere within the center's 163,000 storage bins.

**In Expansion.** International Multifoods, Minneapolis, has acquired two companies with combined sales of about \$2 million: Nadler Lighting Corp., Wiloughby, Ohio, and Borghese (art accessories), Gaithersburg, Md. Current management will  
(To page 136)

## Decor Bath Soap by Janinne



The finest quality French milled cold cream base, fragrantly scented. Wide variety of hand decorated original designs. gold initials and first names. A unique gift in finest taste for men and women for any occasion.

SAME DAY SHIPMENT.

PERMANENT DESIGN, WILL NOT WASH OFF.

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D7-654  
~~D5-12-B~~

92

59

# Mementos

(12.2)

Christmas mementos in limited edition mean repeat sales. Why not set up a "Collector's Corner" in your store?

not to be confused

Child's Feet and Company, Portland, St. Louis  
7 St. New York; Fisher, Bruce, 221 Market St., Phila.

Christmas Cross in Sterling  
14th C. design. Tree ornament or  
pendant. 14K. 810. Reed & B. 110  
111 W. Broadway, New York, N.Y.



Hammersley commemorative bell, 1st ed., white bone china, gold trim, 8 1/2 inches high, 26 Kent Blvd., E. Brunswick, N.J.

Sterling spoon with star, holly, white enamel channel, 1891-1901, also available in gold, \$10. Gold in Providence, R.I.

GIFTS & DECORATIVE ARTS

D7/654

International good merchandising, as are consumers, is the same anywhere.

Pfeif has all the pat answers about Sunbeam versus consumer activists. His company "has always been interested in the consumer," he said, noting that company management has always had access to a "chronicle" of incoming complaints.

WILLIAM J. PFEIF

## Get Product Data From Makers

Nixon's Special for Consumer Affair at the 72d Congress of the Retail Hardware, told the retailers need and the need for relevant

product information at the point of sale is going to increase.

She contended that retailers must have this information supplied by the manufacturers, because they cannot find the time to get it all from publications.

She further said it is difficult for consumers to get all the necessary information from consumer reports.

She said that manufacturers are quite willing to discuss in writing service, performance, design, life and maintenance economics when industry or government wants to make a major purchase but seem less willing to discuss these characteristics with consumers, or even with retailers.

With the boom in do-it-yourself courses and "How to" books, Mrs. Knauer sees the hardware industry in a state of explosion, with the need for more room and more

At the same time, she said, the market sophistication of the consumer is increasing.

"Many of the part-time salesmen lack sophistication and your business will be hurt if your part-time salesmen cannot meet the consumer's demand for product information," she said.

"THIRD-GRADE LEVELS of appeal and third-grade levels of selling will have less and less acceptability."

She also suggested that retailers support the Administration's goals in the Consumer Product-Safety Act and the warranty bill.

In pointing out the seriousness of the problem of product safety, she quoted Department of Health, Education and Welfare statistics that show there are approximately 150,000 injuries per year associated with cooking devices and 500,000 with kitchen gadgets and serving utensils.

"By their very nature, some products—such as knives—are always going to have an element of risk," she said. The questions are: "Is it unreasonably unsafe?" and "Can safety features be added at reasonable cost, without

pricing a needed product out of the market?"

FOR EXAMPLE, she said, "it would be reasonable to request a hot-water vaporizer manufacturer to add a low cost safety device—to prevent boiling water from spilling over a crawling infant who upsets it."

Regarding the warranty bill, she said it would provide for clearer, simpler language so the customer could understand warranties and determine their value. Competition and warranties would be expected to increase.

After her talk, she said in an interview that, although there is a long way to go, manufacturers are doing a great deal in these areas, "It is very encouraging."

IN AN EARLIER TALK, Dr. William Applebaun, lecturer emeritus, Harvard University, and had expert in the food distribution and marketing field, said: "Consumerism" is the voice businessmen have.

"Businessmen are responding, some earnestly and with good intentions, others with clever half-truths.

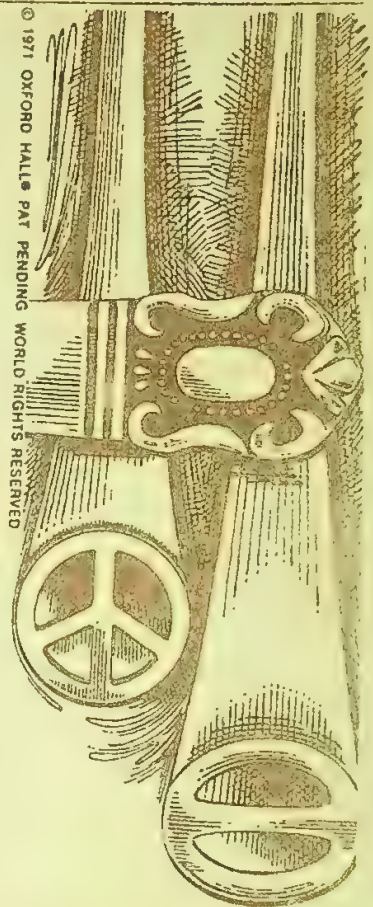
"Retailers, in particular, live in glass houses. They're the first to be blamed for rising prices or for unsatisfactory products which they did not produce. Wholesalers are the faceless men, but must not remain so. They, too, must share in the social responsibility of business."

He criticized the many traditional hardware retailers who did not rush to innovate and change dramatically their business horizons, leaving "the field wide open for self-service general merchandise stores and other innovators in retailing to step in and capture an enormous part of the hardware business.

Retailing strategy for tomorrow must anticipate the opportunities of tomorrow—good store locations, store facilities and managing of people, he said.

"The greatest defect in managing people is to stint their responsibility," he added.

*HFD Paves the Way  
For Your Salesmen*



**Bridging  
the  
generation  
gap.**

New Generation  
Royal Herald. Ecolog  
The 'big names' at Oxford-Hall  
where fine stainless steel in all  
styles at all prices makes business  
good. See the whole line at

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**OH**

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MAY, 1971  
P. 27 B

Adpe's treasured pocket watch  
he one he left you... should be  
laid Set it on this elegant 18th  
tury look easel-stand that's  
ed in 18K gold Has protective  
velvety cushion, antique  
que filigree.

15 Watch Stand

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Your name on the knocker. Yes,  
Breck's will custom engrave your  
family name on a solid brass plate

set it on a handsome, baroque  
detailed, brass-plated metal  
knocker. **Print family name.**  
Weatherproofed Screws included.

49924 Pers. Knocker. 7"x5". 3.99

For dinner a la Medici... ring the  
bell A lovely, hand-decorated china  
bell that is a faithful copy of those  
used in Italian palaces. Hold by a  
golden handle... listen to the  
sweet, appetizing sound the clapper  
makes

14902 China Bell. 3 1/4" Asst'd. 1.00

**SPELL BINDER** will keep you and your  
guests fascinated for hours. Perpetual  
motion keeps balls in ever changing  
positions **Sturdy wrought iron base**  
Decorative centerpiece as well as a  
fabulous conversation piece

17152 Spell Binder

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**PAINT-IT-YOURSELF DECOR TRAY.** Now  
you can create your own work of art by filling in  
the numbers **Enchanting** **best time craft** Kit  
includes plastic tray with ready-to-paint  
American Eagle pattern... glaze, brush,  
instructions

51862 Decor Tray

4.99



The effect is staggeringly beautiful! Too much  
wall space? or too little? showing these  
lustrous Salem Maple-finished pine shelves  
staggered is a solution! Also you can arrange 3  
13 1/4-in. shelves on dowels to go straight up and  
down Hang by attached hooks. 19" high  
26575 Stagger Shelf.

4.99



"Flights" of fancy for the dining room. 6" porcelain  
plates are hand-decorated to depict enchanting  
love birds in their natural settings. Gleaming  
golden rims frame the lovely picture. Use attached  
cord for displaying... or use them for serving.  
They come boxed... so they make an ideal gift for  
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-----d Plates (4)

2.99



Wizard of Oz music box  
shows Dorothy and her  
pals going down the  
yellow brick road" 4 1/2"  
ceramic box plays Over  
the Rainbow when you  
twist the top What a gift!  
77883 Music Box 5.99



Spoon collectors... look here! These wonderful spoons have been imported  
from Holland--where the home crafts are still nourished and maintained. On  
their lovely blue porcelain handles you'll find handpainted decorations that  
show a bit of the Old World... a bit of the New. One spoon shows the  
Appollo Moon Craft--the one that carried Neil Armstrong to where he made  
his "giant step." Another spoon shows the "Peace Sign." The last one shows  
a charming Turning Mill.

28282 Appollo Spoon  
28472 Turning Mill

MAY, 1971

28332 Peace Spoon  
Ea. 2.49

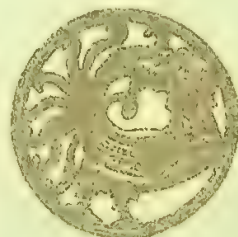


**Endearing music box** depicts  
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open the lid and you hear  
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My Love"--from the movie  
Dr. Zhivago. Best of all, the  
works are contained under a  
glass lid--so you can watch  
the movements winding. The  
box itself is made of  
hardwood and it is 4 1/2"x3x2"  
Give "Somewhere My Love"  
to someone you love.

55880 Hummel Music Box 6.99

**BRECK'S  
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SINCE 1878



**Fish, Fowl and Mushroom trivets** in the Early American manner. And  
like all things from that golden era they're both beautiful and  
practical. Made of black wrought iron they're 1-foot long and 8" wide.  
They have 4, 1" legs to keep the hot plates well above your table top.  
How wonderfully decorative they are on wall, too!

88348 Hen 66488 Fish 23564 Mushroom

Each, 2.99

**"Stained Glass" Candle** is  
hand formed of countless  
pieces of different color wax.  
Stands over 8" high gives  
your room a truly elegant  
decor touch

64592 Candle

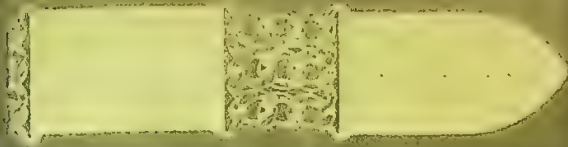
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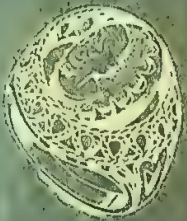
D7-654  
~~D54-12-8~~

92



**HERO**, chain and leather watchband, is 1 1/4 inches wide. A hidden snap holds the watch in place. Chain comes in either gold or silver. Leather colors include black, tan and navy. \$7.50, retail. Vogue Watch Strap Creations, 94 Spring St., New York 10012.

**COMMEMORATIVE SPOON** shows the first men landing on the moon. Apollo 11 spoon comes in silver plate for \$2 retail, and in sterling silver at \$9 retail. Blue Delft Co., 1198 Broadway, New York 10001.



**FLIP TOP** fashion ring has a cameo mounted in a 14k gold filigree hinged setting. Cameo can be turned to expose a textured gold domed surface. \$70, retail. J. R. Wood & Sons, Inc., 216 E. 45 St., New York 10017.



**SEASPRITE** clock and barometer are available with a cork plaque mounting. Battery-operated clock in a solid brass case has a Dual-Jewel movement. Barometer has a temperature compensating movement. Clock and barometer each retail for \$25; plaque is \$15, retail. Seth Thomas, 135 S. Main St., Thomaston, Conn. 06787.

(please turn the page)

Jewelers' Circular-  
 Keystone  
 February, 1970  
 p. 27

# for Jewels and Pearls

SEE US AT ROOM 314  
 MARRIOTT MOTOR HOTEL  
 DALLAS JEWELRY SHOW  
 FEBRUARY 22, 23, 24

ask for the new J&A catalog

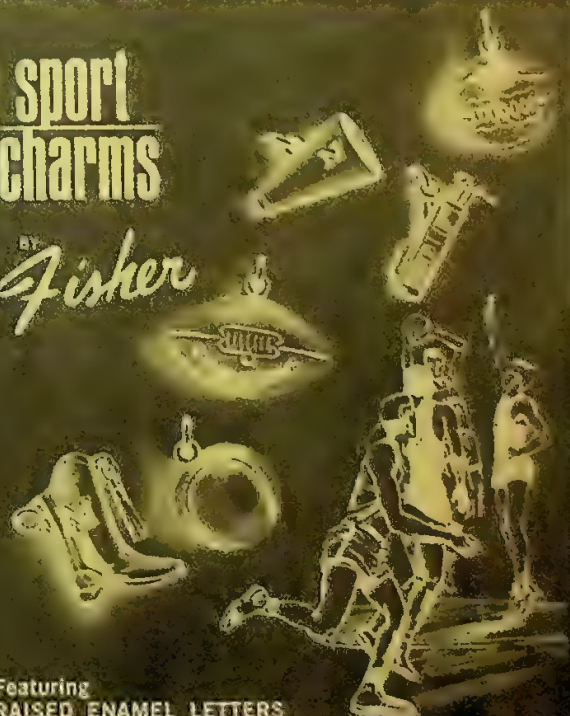
## Juergens & Andersen Co.

55 EAST WASHINGTON ST. CHICAGO, ILL. 60602  
 PHONE: 312 • 782-7240

Our second century serving fine jewelers

### sport charms

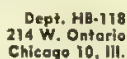
BY  
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Featuring  
 RAISED ENAMEL LETTERS

You name the sport — we have the charm. Custom colored letters on Sterling Silver, Karachlad, Gold Filled and 14K Gold. Sell Fisher Sport Charms and get on the profit winning team. 10 Day Delivery Guaranteed. J. M. Fisher Co., Dept. S, Attleboro, Massachusetts 02703

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**BRIAKAT MFG. CO.**  
326 Dept. H 1 Doraville, Georgia

424 Fifth Avenue, New York 18

1117 Broadway, Hewlett, Long Island, N.Y.  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Brooklyn 18 N. Y.

D7-654

XD-54/12.2

House & Garden  
November, 1968  
p. 36



## THE CHRISTMAS SPOON

# A Mother's Heart

The spirit of Christmas captured in solid silver, gleaming goldplate and enamel by Henry Heerup, renowned Danish sculptor. Each year since 1910, A. Michelsen has commissioned a noted artist to create an exclusive design for his famous Danish Christmas Spoons. The exquisite 1968 design, "A Mother's Heart", is now available. \$20. Matching fork, also. Christmas Spoons from other years: 1930-1939, \$32. 1940-1949, \$29. 1950-1967, \$24. Spoons from 1910 through 1929 available from antique dealers only. Start your collection now in time for the holiday season. For a catalog of traditional Christmas Spoons and the name of the store nearest you, write:

FROM DENMARK - LITTLE LAND OF GRACIOUS LIVING

**DANISH  
SILVERSMITHS, INC.**

573 MADISON AVENUE  
NEW YORK, NEW YORK  
PLAZA 9-6457

92  
D7-654

National Jeweler

## A CHRISTMAS TRADITION



DANISH SILVERSMITHS INC

THE CHRISTMAS SPOON was originated in 1891 by A. Michelsen, Royal Court Jeweler, Copenhagen. Every year, a noted artist has been commissioned to create an exclusive design in glowing silver and gold plate on solid silver. Original Michelsen Christmas spoons are collected by museum, private collectors and taste the world over.

Start a tradition among your customers! The latest design, "Flight Into Egypt," \$16.95 (plus shipping) is available. The original Christmas Spoon is available from the 1940 design. For information, choice and information write:

**DANISH SILVERSMITHS, INC.**  
49 East 53rd Street New York, N.Y. 10022

THE ORIGINAL DESIGNER OF CHRISTMAS SPOONS

to grow thick. The program involves frequent mails to his customers as the bills and accounts are overdue.

The program will continue to be expanded. The firm is now mailing to the customers a "Thank You" card, mailed as the bills are due. The card is signed by the owner. The card is also signed by the owner. The card is also signed by the owner.

The firm is now mailing to the customers a "Thank You" card, mailed as the bills are due. The card is signed by the owner. The card is also signed by the owner.

## NATIONAL JEWELER

### Sales Up and Moving

National Jeweler Corp., the country's leading state-wide jewelry service, reports that in the first eight months of 1966, sales were up 12 per cent over \$805 billion.

This year has been made by the company's stores. The sales increase of 12 per cent through August exceeded the 8 per cent gain in all stores and the 8.8 per cent rise in consumer

store business in recent months appears to have exceeded earlier expectations, with a cumulative gain holding at close to 13 per cent. However, the company predicts some narrowing of recent gains for the balance of 1966 since department stores will be running against strong year-earlier figures. Nevertheless, a full-year sales gain of about 10 per cent appears in prospect on top of the 1965 rise of 12.5 per cent.

Strong consumer demand during the final quarter, which usually produces almost half of the year's earnings, will have a favorable impact on 1966 net income of general merchandisers.

Continuing rising costs, such as wages, interest, and expansion programs, is being offset by cost companies through an improved product line, particularly by the enlargement of fashion lines, and by closer internal controls.

Aggregate profit margins are being fairly well contained, and department store earnings are expected to be up around 10 per cent against a 1965 rise of 13.5 per cent.

A favorable sales environment is in prospect for the first part of 1967, with current merchandise showing a

National Jeweler

November 1966

page 83



# Michelsen's Christmas Spoons

by CHARLOTTE J. HILTON

AN ASSORTMENT of silver Christmas spoons, each with its own gift-like, the handle of each spoon is decorated with a different design. The spoons are made with silver-plated handles and silver bowls.

The spoons are made of silver-plated metal and are decorated with a variety of designs. The spoons are made with silver-plated handles and silver bowls.

Regarding the spoons, the spoons are made of silver-plated metal and are decorated with a variety of designs. The spoons are made with silver-plated handles and silver bowls.

The spoons are made of silver-plated metal and are decorated with a variety of designs. The spoons are made with silver-plated handles and silver bowls.

The introduction of the spoons was a great success in bringing out a commemorative spoon in 1898 for King Christian IX, and it was the first of its kind.

(The spoons are made of silver-plated metal and are decorated with a variety of designs. The spoons are made with silver-plated handles and silver bowls.)

~~X.D. 54/12.2~~

...the ... holiday ... gives the ... automatically increasing ... long silver heritage. ... collector's value" which raises the ... In the last few years, collectors ... complete collec- ... The dies for the spoons ... have been destroyed, ... value in addi-

...the original dies not only ... value but also be- ... to reproduce ... though many of ... the handwork in- ... from other silver

...collector in America ... are relatively ... of Michelson's ... has been stated. ... value. And, of ... will

...on the ... "we find these spoons?" ... "we have tried our ... about them."

...collector of the spoons ... find that they want them for ... called me at five o'clock ... but basking that she ... for special friends. ... However, we

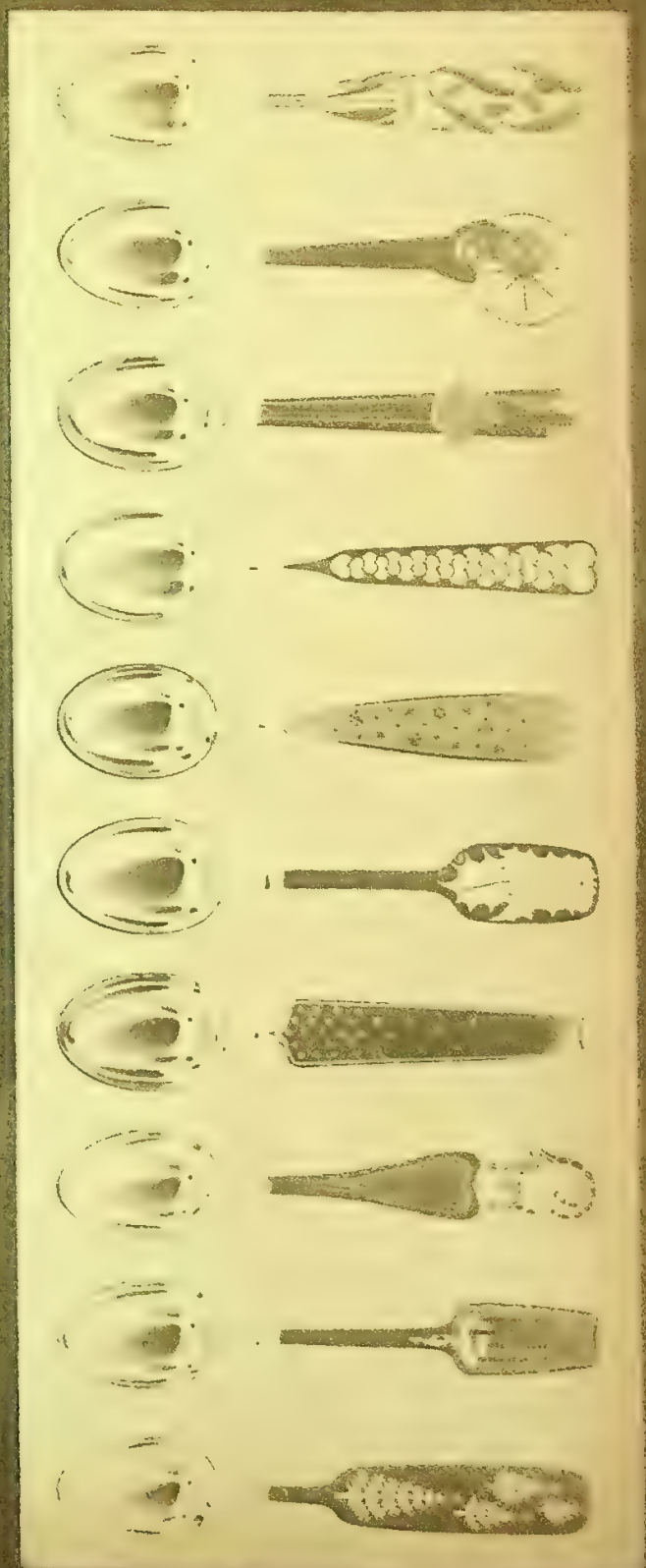
...collector either, as ... If you do not want to ... those not easy to ... you can ... In fact, it ... dealer.

...spoons

...company 32 years ... established gold- ... original masterpiece. ... have maintained ... However, they have kept up ... today, ... exhibits some

The Christmas spoons, elegant as they are, feature rather simple designs enamelled in colors which catch the eye. In 1953 "The Herald Angels," designed by

Spoons issued from 1941 through 1950 (top to bottom): *Mistletoe, Madonna and Child, The Dove of Peace, The Hearty Holiday, Snow Crystals, Holly, Falling Snowflakes, Christmas Ram, Candles of Advent, and Winter Forest.*





~~XD-54/12.2~~

National Jeweler

august, 1966

Pages 80, 81, 82

D7-654  
 DE-128

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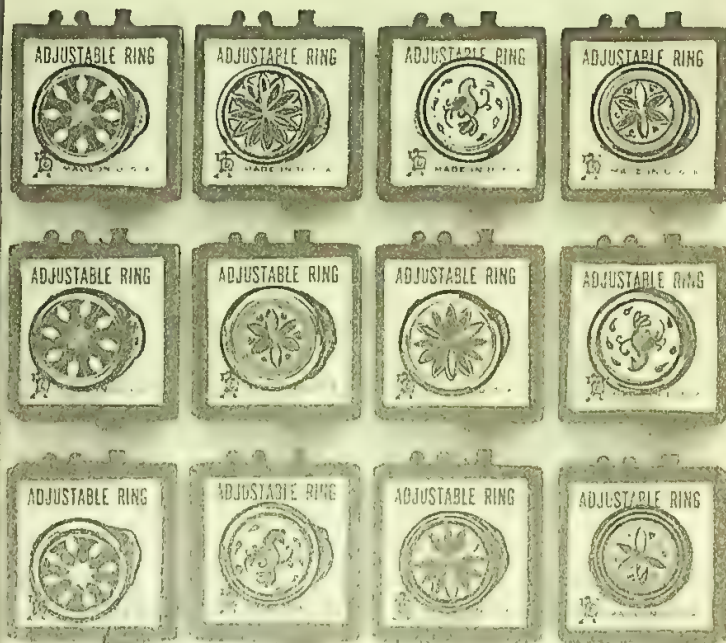
**RY - GENUINE HARD BAKED ENAMEL**

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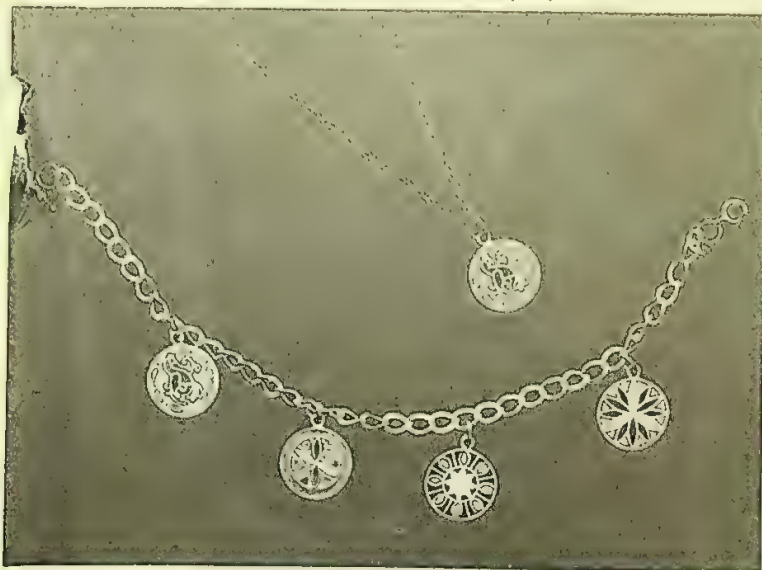
*Genuine Hard Enamel*

**ADJUSTABLE RINGS**

MADE IN U. S. A.



**No. AH128—\$6.75 Doz.—Hex Rings — Assorted Hex Designs to Doz. Individually Boxed with Display.**



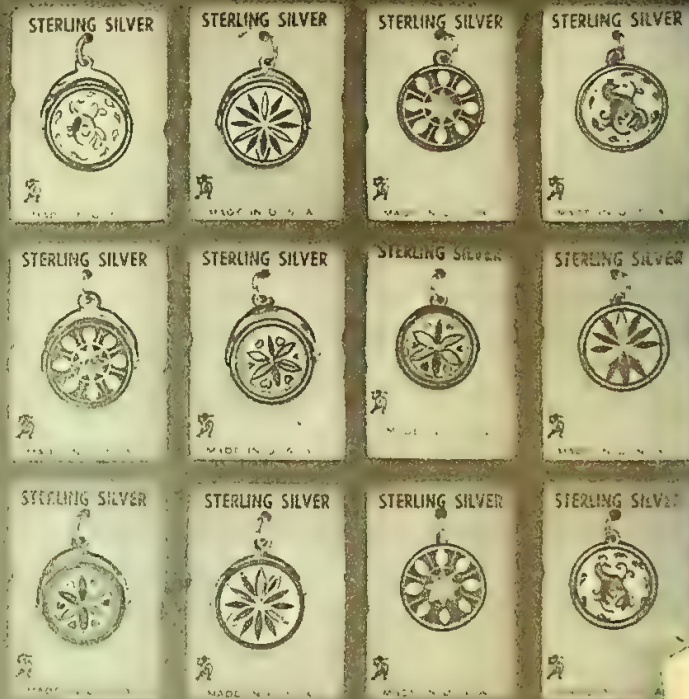
**No. AH129—\$13.50 Doz.—Hex Sterling Silver Pendant Necklaces — Assorted Hex Designs to Unit — Gift Boxed.**

**No. AH122—\$39.00 Doz.—Hex Sterling Silver Charm Bracelet with 4 Different Hex Sterling Charms — Gift Boxed.**

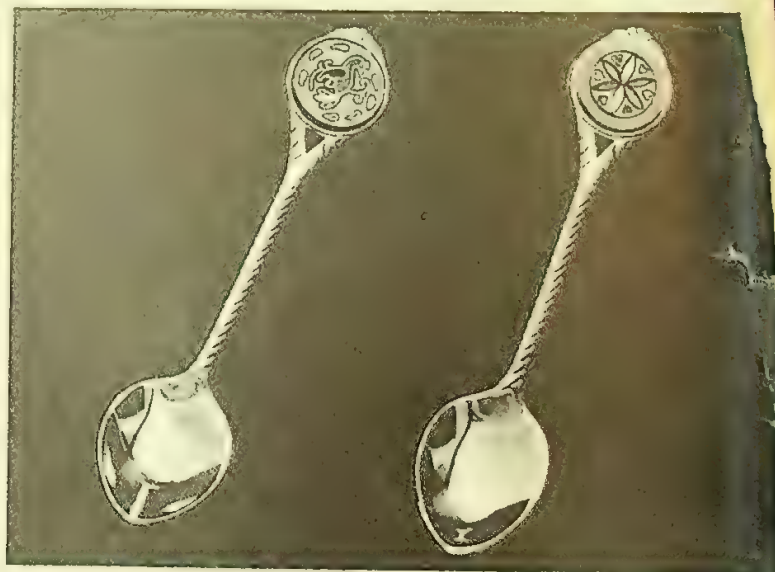
*Sterling Silver*

**DISTINCTIVE CHARMS**

MADE IN U. S. A.



**No. AH119—\$9.00 Doz.—Hex Sterling Silver Charms. Appealing for Fast Selling — with Display.**



**No. AH 120—\$8.25 Doz.—Hex Collector Spoons — Boxed — Assorted Designs to Dozen. Rhodium Plated.**

**No. AH130—\$18.00 Doz.—Hex Sterling Silver Spoons — Gift Boxed — Assorted Hex Designs to Dozen — Finely Made.**

*July 18, 1966*

**SUPERIOR JEWELRY CO. • 740 SANSOM STREET • PHILADELPHIA 6, PA.**

# FAST SELLING HEX JEWELRY



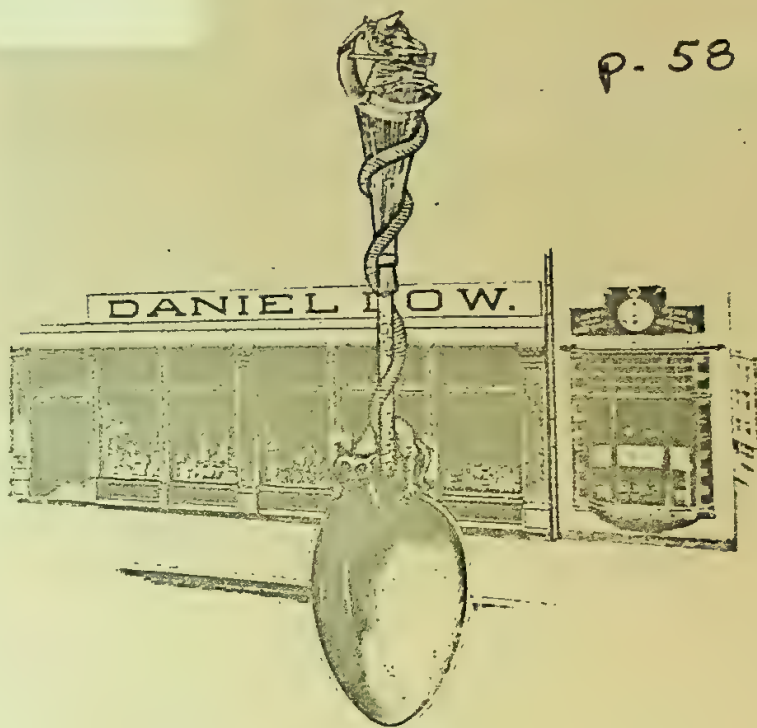
HEX  
Super  
Values  
All  
Gift  
Boxed  
Best  
Sellers  
I've  
Got  
the  
Hex  
on  
You

- No. AH121—\$7.20 Doz.—Hex Tie Tacks — Boxed with Safety Chain. Assorted Hex Designs to Dozen Assortment.
- No. AH124—\$8.25 Doz.—Hex Key Ring — Boxed — Assorted Hex Designs to Dozen Assortment.
- No. AH15—\$7.20 Doz.—Hex Tie Clips Boxed — Assorted Hex Designs.
- No. AH126—\$11.00 Doz.—Hex Cuff Links — Boxed Assorted Hex Designs.
- No. AH127—\$7.50 Doz.—Hex Key Pin — Boxed — Assorted Hex Designs.

**SUPERIOR JEWELRY CO., 740 SANSOM ST., PHILADELPHIA 6 WALnut 2-3250—3251**

12.2

p. 58



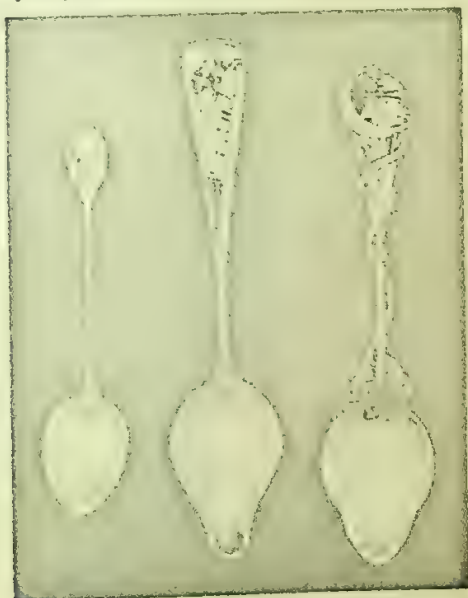
# whatever happened to souvenir spoons?

By Dorothy T. Rainwater

*Jewelers' Circular - Keystone  
May, 1965*

Earliest American souvenir spoons representing people and places are, left to right: George Washington spoon designed by M. W. Galt, 1889; first Salem Witch spoon by Durgin Div., Gorham, for Daniel Low; second Witch spoon, Gorham for Low.

Left to right: Independence Hall and Pennsylvania state arms, Gorham; William Penn and Philadelphia City Hall, Caldwell; Statue of Liberty and Brooklyn Bridge, Shiebler; Battle Monument and Maryland memorabilia, Dominick & Haff; Roger Williams greeting the Indians and Rhode Island arms, Gorham.



Former chairman of the Hawaiian Academy of Science, Dorothy T. Rainwater has written extensively on historical clocks, watches and other subjects of interest to jewelers. But her main interest is silver. In her home in Bowie, Md., she has a collection of more than 1,000 Apostle, souvenir and other spoons from all over the world.

● THE TRAVELLER, who returns from alien climes without some tangible evidence of his wanderings is a rare bird indeed. Whether his steps led him to Louvaine or Las Vegas, the average American feels a trip is incomplete unless he can bring home some visible proof that he was "there."

The first American globe trotters, the well-to-do of the 1880s and '90s, kicked off a nationwide craze for collecting souvenir spoons, the spoons emblazoned to represent famous places, people and events. The Paris Exposition of 1889 drew many American visitors, and they came back with pockets bulging with spoons bearing the imprint of the Eiffel Tower, the *Grand Palais* and the *Palais de Electricite*. Other spoons of the era attested to their possessors having visited cathedrals in England and on the Continent.

Souvenir spoons trace their ancestry to so-called apostle spoons. Engraved with likenesses of the apostles, these began to be presented by godparents as christening gifts in the latter years of the 15th

Century. Apostle spoons enjoyed two centuries of popularity, then fell into disfavor with the Protestant ban on representations of saints and images.

With the advent of tourism in the 19th Century, apostle spoons reappeared. Produced by the thousands in Britain and continental Europe, they were purchased as souvenirs of visits to cathedrals, St. Mark's in Venice, St. Paul's in London and so on. Also popular a century ago were the Martin Luther spoon, commemorating the Cathedral of Worms, and a Nuremburg spoon representing the notorious "Iron Maiden" torture device of medieval times. The latter was a hollow figure of a woman which opened to reveal a spike-lined interior.

### Spoons of Friendship

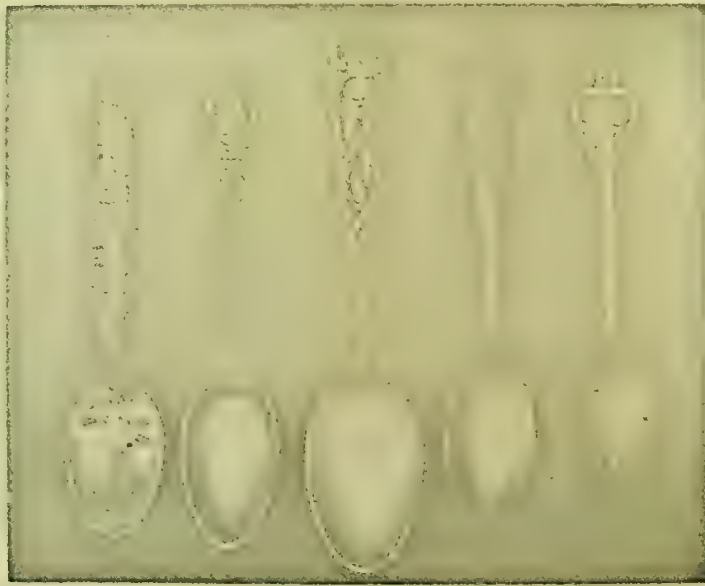
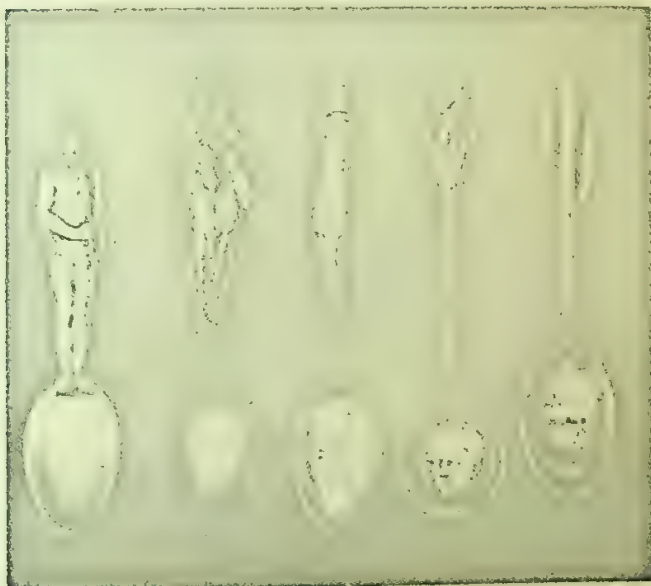
An American offshoot of the apostle spoons was the "friendship" spoon of the early 19th Century. These were exchanged as tokens of esteem, with the initials of giver and recipient engraved on the handles. Among the silversmiths who produced them were the Bostonians John C. Farnsworth and Moses Morse, Jabez Gorham of Providence and Samuel Kirk of Baltimore.

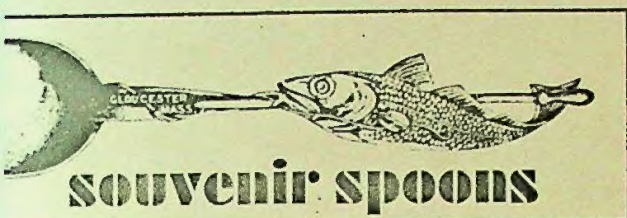
The first American spoon designed specifically as a souvenir was probably the George Washington spoon. While travelling in Europe in 1888, M. W.

(please turn page)

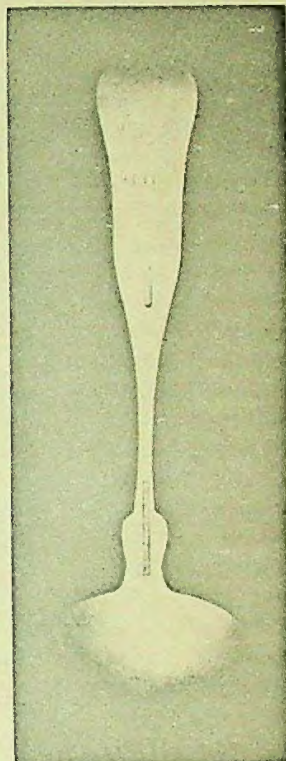
Left to right: Indian handle, Miami bowl, Watson-Neucll; Western girl on horseback, Mayer & Bros.; State Capitol Building, Albany, in bowl, Alvin Mfg. Co.; tobacco leaves and Daniel Boone represent Louisville, Ky., Gorham; cactus and Casa Grande ruins, Ariz., by Gorham for George H. Curry.

Left to right: Manhattan skyline on handle, Flatiron Building in bowl, Paye & Baker; Colorado State arms, Towle; Jack and Jill, Tiffany; Great Seal of Maryland at top of handle, diamond-back terrapin below, Gorham; Pan-Pacific Exposition, San Francisco, 1915, no maker's mark on spoon.





continued



*Friendship ladle, 1815,  
by John C. Farnsworth.*

Galt of Washington, D. C., amassed a considerable collection of souvenir spoons and came home with the idea for a souvenir spoon of his own. Upon his return to the Capital, he designed a reproduction of the Washington ladle preserved in the National Museum. Issued May 11, 1889, it bore a medallion of George Washington on either the handle or the bowl. Soon the same medallion was used on spoons of various sizes, and they were a commercial success. More than 10,000 a year were sold by the Galt firm (now Galt & Bro., Inc.), which followed up with a similar spoon bearing a likeness of Martha Washington.

A New England contemporary of Galt's, Daniel Low of Salem, Mass., had returned from a European trip in 1887 inspired by the souvenir spoons he had collected abroad to create a spoon to commemorate his own city. Two centuries earlier, Salem had achieved immortal notoriety by burning "witches" at the stake. Low therefore commissioned a Witch spoon to be manufactured by the Durgin Division of the Gorham Co., Providence, R. I. Designed by Low's son, Seth F. Low, the Witch spoon was patented March 3, 1891 and became the first American spoon to identify a city.

#### The Witch is a Winner

Low advertised the Witch spoon far and wide, taking three-quarter page ads in national magazines. The advertising, greater than that lavished on any other souvenir spoon here or abroad, produced sales that also topped those of any other souvenir spoon.

A second, more elaborate Witch spoon was made for Low by Gorham in 1892 and several more variations on the theme appeared within the next few years. The Witch motif was applied to other souvenir items with equal success, and by 1903 Low's son Seth was putting out a mail order catalog advertising more than 30 Witch souvenir items. The catalog, the Daniel Low Year Book, became a national institution.

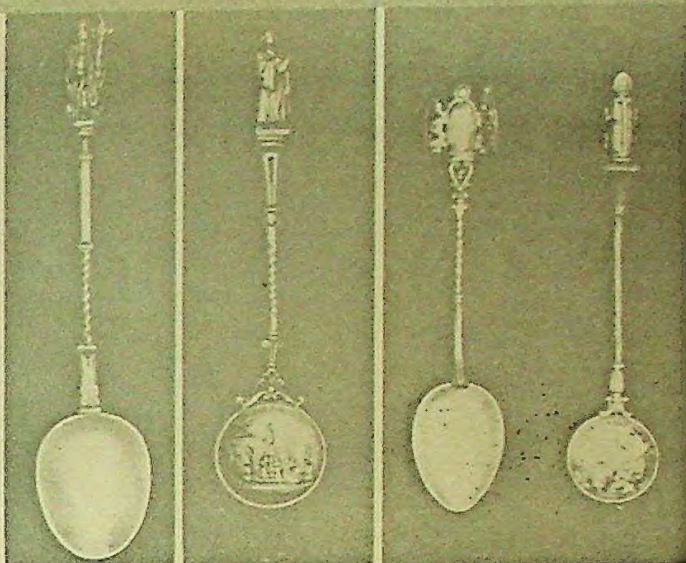
The popularity of the Witch spoon celebrating Salem's one-time fanaticism paved the way for

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May, 1965  
JC-K

Apostle spoon, left, is typical of the type collected by visitors to European cathedral towns. Martin Luther spoon, center, shows Luther on handle, his statue in Worms on the bowl. Two versions of "Iron Maiden" of Nuremburg in photo at right show notorious torture device open and closed.

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other "city" spoons. Silversmiths in New York and Boston and such Massachusetts towns as Lynn, New Bedford, Haverhill and Plymouth designed spoons for their respective cities.

Between 1891 and 1910 more than 50 silversmiths produced souvenir spoons which were advertised in such national magazines as *The American Magazine*, *Century Illustrated Monthly*, *Christian Herald*, *The Ladies' Home Journal*, *Munsey's*, *Outlook* and *Scribner's*. In 1891 THE JEWELERS CIRCULAR published a 19-part series of articles entitled *Souvenir Spoons of America*.

More than 2,200 souvenir spoons of American design were already on the market by 1891, barely two years after Galt's George Washington ladle first appeared. The Gorham Manufacturing Co. sponsored a book that year (*Souvenir Spoons* by George B. James, Jr.) which listed nearly 200 different souvenir spoons made by the company. The souvenir spoon boom was well under way.

Two years later, the World's Columbian Exposition in Chicago led to dozens of new souvenir spoon designs, designed to interest visitors to the Exposition. By this time, according to the late Albert Stutzenberger, author of *The American Story in Spoons*, "the collecting of souvenir spoons had become not merely a hobby, but a consuming rage."

#### A War Casualty

The avid collection of these "badges of travel" continued until World War I when war demands on industry channeled production of silver companies in other directions. Along with the restrictions on travel, this sounded the death knell for those companies created specifically to manufacture souvenir spoons, and they all went out of business between 1915 and 1922. Larger silversmiths continued with the production of their regular lines of silverware but dropped souvenir spoons.

About 1925 there was an attempt by a few companies to revive an interest in spoon collecting, but the depression of the 1930's squelched that effort. Only outstanding events such as the Century of

Progress Exposition in Chicago (1933-34), the World's Fair in New York (1939-40) and the coronation of King George VI and Queen Elizabeth (1937) turned silversmiths to the production of commemorative spoons.

World War II revived interest in souvenir spoons. Servicemen returned with souvenirs from all over the world. People turned to antique furnishings when they were unable to purchase new home furnishings and decorative objects through regular outlets. Once again American companies began to turn out spoons commemorating famous people, places and events. Now, no city of any size and certainly no state is unrepresented. At no time have souvenir spoons been more popular. Collectors number in the thousands.

#### Older Spoons Preferred

Yet, it is the older American souvenir spoons that are most avidly sought by collectors. Why? None of them are old enough to be classed as antiques in the strict sense of the word. Like Victorian furniture which has only recently been appreciated by collectors, the old spoons almost invariably bring higher prices than the new. Why then are the older ones sought?

Only the briefest comparison of the older, well-designed and hand-finished spoons with some of the new ones will give the answer. Formerly, the best designers were assigned the task of commemorating famous places and people. The sharp angularity of design so prevalent in later designs is not present in older spoons. Pride of craftsmanship in the older spoons was evident in the diecutting, in the hand finishing and on to the sales room where the finest spoons were to be found only at the better jewelers.

In the older spoons there was an expression of imagination in the design. The full figure of a famous person often formed the entire handle. Tall buildings, statues and monuments which lend themselves to the form of a spoon handle were outlined in high relief. Often, they were completely de-

(please turn to page 32)

D7-654  
~~D54-12-18~~

The first automatic cigarette lighter was presented to the Smithsonian Institution last month by Ronson Corp.



C. Malcolm Watkins (right), acting curator of the division of cultural history of the Smithsonian, places early lighter into collection as Ronson president Louis V. Aronson II looks on.

n of Woodbridge, N. J. It is 33 old. This first model, the "Banjo" is invented by the company's r, Louis V. Aronson, and was ed in 1926. The lighter will be displayed in the museums' Hall of Heating and Lighting.

The lighter was formally presented to C. Malcolm Watkins, acting curator, division of cultural history of the Smithsonian, by Louis V. Aronson, II, president of Ronson, who briefly sketched the history of the first automatic lighter.

Ronson's founder first invented the "trench match" in 1915, which was used extensively by troops during World War I. For its development he was honored by the Belgian Government. Ronson next brought out the "Wonderliter" in 1919, a similar but more styled striker-type device. This was followed by the "Strikeliter" during the early Twenties, and the inventor in 1926 introduced "The Banjo", world's first automatic lighter. It worked on the "press it's lit, release it's out" one-motion principle.

### TWO DIRECTORS ELECTED BY REED & BARTON

At a recent special stockholders meeting of Reed & Barton Silversmiths William T. Hurley, Jr., vice president

in charge of sales, and Sinclair Weeks, Jr. were elected to the firm's board of directors.

Hurley joined Reed & Barton in 1935 as advertising manager and in 1954, in addition to his advertising responsibilities was given the post of merchandise manager. He was named to his present post in 1956.

Sinclair Weeks, Jr. is currently executive assistant to the president of United-Carr Fastener Corp., Boston. He also serves as trustee of Wentworth Institute and Suffolk-Franklin Savings Bank and is a director of Monadnock Mills, San Leandro, Calif., and Emerson Hospital, Concord, Mass.

### BULOVA DENIES FTC CHARGES OF FICTITIOUS PRICING

Bulova Watch Co., Inc., Bulova Park, Flushing, N. Y., has denied fictitious pricing charges brought against it by the Federal Trade Commission last September 11.

Bulova denies allegations in the FTC's complaint that the amounts listed on its watches' price tags are represented as the regular retail prices in the trade areas where offered for sale, and that the pre-ticketed sums are fictitiously high in some trade areas.

Also denied are charges that this pre-ticketing violates the FTC Act be-

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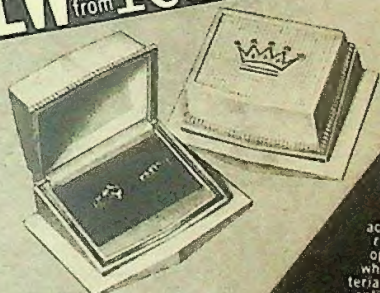
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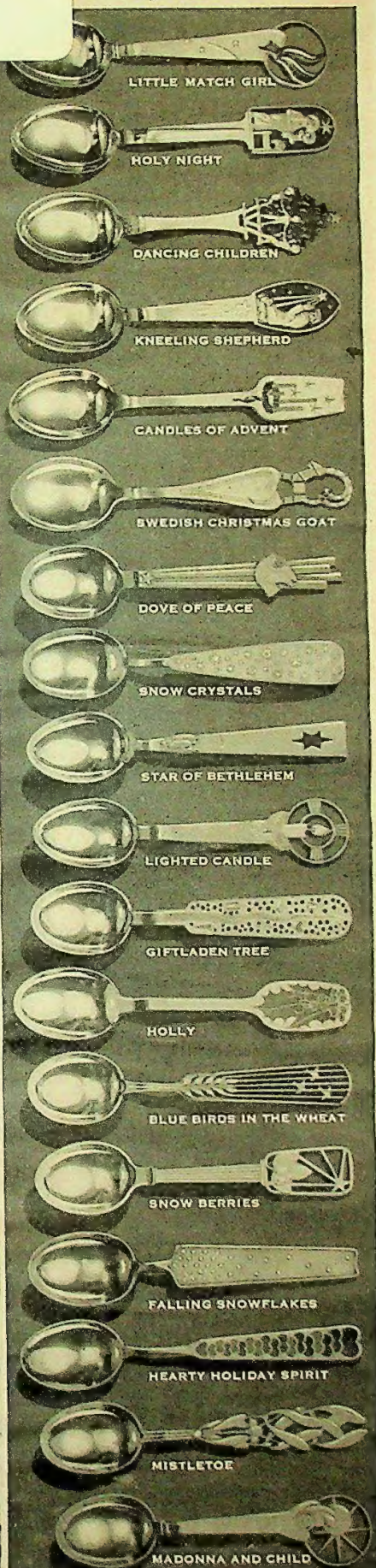
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